

Minutes of the regular meeting of the ECONOMIC DEVELOPMENT COMMISSION held at the Community Futures Boardroom, June 16, 2011 at 7:30 am.

PRESENT: Pat Foster
Director K. Kuhn
Director P. Kent
Mike Kelly
John Morris

ALSO

PRESENT: John Koury, Councillor North Cowichan
Maria Lauridsen, Principal, VIU Cowichan Campus
Tom Anderson, GM, Planning & Development
Geoff Millar, Manager, Economic Development
Kathy Lachman, Business Development Officer
Judy Mills, Recording Secretary

ABSENT: George Robbins, Jenn George, Director I. Morrison, Jane Worton & Marsha Stanley

APPROVAL OF AGENDA

For the purpose of this meeting only, Pat Foster was appointed as interim Chair in the absence of the new EDC Chair, Marsha Stanley and vacancy of the Vice-Chair position.

Five addenda were added.

It was moved and seconded the agenda be accepted.

MOTION CARRIED

ADOPTION OF MINUTES

It was moved and seconded the Regular EDC meeting minutes of May 11, 2011 be accepted.

MOTION CARRIED

BUSINESS ARISING FROM THE MINUTES

**BA1
EDC MEMBERSHIP**

Five applications were received for the four EDC vacancies. Maria Lauridsen will fill the VIU position.

It was moved and seconded to form a subcommittee to select the appointees.

MOTION CARRIED

The following members will form the sub-committee: Director Kent, Marsha Stanley, John Morris and Geoff Millar.

**BA2
BYLAWS & RULES**

Director Morrison was not in attendance to bring forward the item.

**UNFINISHED
BUSINESS****UB1
UPDATE EDC WORK
PLAN &
SUSTAINABLE
ECONOMIC
DEVELOPMENT
STRATEGY SUMMARY**

The Economic Development Manager reported the May 25, 2011 Regional Services presentation of the Sustainable Economic Development Strategy and EDC work plan was well presented and received. EDC member Pat Foster gave a verbal overview of the presentation to the Regional Services Committee. It was noted some of the plan will require more funding and EDC will be coming back with a detailed budget.

The EDC Work Plan 2011/2012 listing high, medium and low priorities was handed out. The question was raised how would the Commission like to proceed? Discussion ensued. It was decided to start with the high priority items. Each Commission member adopted 1 of the 7 high priorities and will work on the item with EDC staff to develop a report for the July 21, 2011 EDC meeting. The report will include the priority, action, financial implications, background discussion and next steps. Kathy Lachman will be in contact with each of the members and distribute the report template. Priorities were adopted as follows:

- #1–Director Kuhn & Pat Foster
- #2–Mike Kelly (EDC staff will contact each jurisdiction for their processes)
- #3–Jane Worton (Kathy Lachman has started process & will provide report and SEDS recommendations)
- #4–John Morris (Kathy Lachman has this process underway)
- #5–Mike Kelly & EDC staff (underway need dollars to implement)
- #6–Director Kent will assist Kathy Lachman
- #7–George Robbins (process underway, CVRD formed Agriculture Committee)

The Chair requested each member bring their copy of the Sustainable Economic Development Strategy to future EDC meetings.

REPORTS**R1
BRAND UPDATE**

The Economic Development Manager reported the Cowichan Brand which is managed by EDC is addressing a conflict of interest with the taste cowichan extension and a local business that is using it as a corporate identity to promote a local business directory. In the past the taste Cowichan brand has been associated with the Cowichan Wine & Culinary Festival and other culinary initiatives. Two meetings have taken place requesting to modify the title to Taste the Cowichan to separate out and protect the integrity of our brand. At this point the EDC Manager is looking for direction from the Commission on how to proceed to negotiate this matter. The Commission recommended to work the

issue out directly with the business owner and continue looking into copy rights of the brand and registering the url brand extensions.

**R2
ISLANDS
AGRICULTURE SHOW
PILOT PROJECT**

The Economic Development Manager reported he is working with the Provincial Government and various island groups to hold an Islands Agriculture Show at the Cowichan Exhibition Park in February 2012. It will be a 2 ½ day show with training seminars and workshops as well as a public component with a tradeshow and outdoor exhibits. Economic Development and George Robbins, who also sits on the Agricultural Advisory Committee, will be a part of the organizing committee. The pilot project is currently approved for \$25,000 funding. The Investment Agriculture Foundation of BC is preparing a funding agreement between them and the CVRD.

NEW BUSINESS

**NB1
AGRICULTURE PLAN
UPDATE**

The Business Development Officer reported the CVRD appointed a 13 member Agricultural Advisory Committee which is administered by the Economic Development Division. George Robbins, Marsha Stanley and EDC staff sits on the committee. The Committee is going through a process to become a permanent Regional Agricultural Commission.

Currently subcommittees were formed and assigned 2 goals each to facilitate working through the 78 recommendation of the CVRD Agriculture Plan. The recommendations are being presented at the July 28, 2011 meeting. The next step is implementation.

**NB2
PLANNING &
DEVELOPMENT
UPDATES**

John Morris requested future meetings include Planning & Development updates. It was noted by the General Manager of Planning & Development that monthly building summaries are prepared and can be circulated with EDC agendas.

**NB3
TRADE &
INVESTMENT
REPRESENTATIVES**

The Business Development Officer reported the Province of BC has 9 trade and investment representatives. June 1-3, 2011 was the first BC provincial road show. Purpose was to educate on BC opportunities and introduce to businesses that are export ready. They spent three days on Vancouver Island including Comox, Nanaimo and Victoria. Seven local businesses attended and EDC is following up on the value received. So far feedback is very positive and there has been lots of trade and investment follow up with them. If this event is considered successful it will be a yearly event.

**NB4
FILM COWICHAN**

Director Kent posed the question as to whether EDC was responsible for managing Film Cowichan. The Economic Development Manager responded that the Film Manager operates as a contractor and reports directly to the EDC Manager. Discussion ensued regarding the DBIA's concerns of impact on

the downtown core from previous films and upcoming films scheduled. Discussion ensued and the Film Manager will be developing protocol which includes: training on ground, agreements up front, communications with DBIAS and individual businesses, fees, signage, claim form and agreement with City of Duncan. Nothing will take place until that is complete.

**NB5
ENVIRONMENT
REPORT**

Director Kent reported there will be a joint meeting with the EDC and Environment Commission. It is tentatively scheduled for a half day in July. Topic of discussion is sustainability definition and framework. More information to come.

ADJOURNMENT

It was moved and seconded that the meeting be adjourned.

MOTION CARRIED

The meeting adjourned at 9 am. Next meeting will be on July 21, 2011 at the Community Futures Cowichan Boardroom, 135 Third Street at 7:30 am.

Certified Correct:

Chairperson

Secretary

Dated: _____